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Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2751

February 9, 1996

GLICKMAN COMMENDS SENATE APPROVAL OF FARM BILL -- Farm Bill legislation, S.1541, was approved by the U.S. Senate (February 7). Agriculture Secretary Dan Glickman said, "Senate approval of the 1995 Farm Bill legislation is a step in the right direction even though it doesn't address all of my concerns." Glickman remains concerned that the bill will continue to provide payments when market conditions are good and that it does not provide as strong a safety net for family farmers as he would like. However, Glickman notes that the amendments adopted to the base bill are significant improvements and a good place to begin negotiations as the bill goes to conference. Glickman stressed certain priorities that he felt must be met in the Farm Bill legislation: an adequate safety net for producers, meeting investment needs in rural America and permitting farmers greater flexibility to plant for the market rather than the government -- a provision of the bill that he has supported consistently. Glickman credits the Senate for including research, trade, rural development and credit titles in the bill, that are critical to the competitiveness of U.S. agriculture in the international marketplace. **Contact: Tom Amontree (202) 720-4623.**

U.S. AND MEXICO TO CONTINUE CONSULTATION PROCESS -- Secretary of Agriculture Dan Glickman announced (February 5) that representatives from the U.S. Department of Agriculture and the Mexican Ministry of Agriculture would meet during the week of February 12 to continue the consultation process regarding tomatoes and to facilitate conversations between representatives of agricultural producer organizations in both countries. This consultative process was agreed to by Secretary Glickman and Minister of Agriculture Labastida during their meetings in Mexico City on January 15. **Contact: Tom Amontree (202) 720-4623.**

USDA TARGETS MARKETS UNDER EEP AND DEIP -- Agriculture Secretary Dan Glickman announced (February 2) a three-month continuation of the interim allocations under the 1995/1996 Export Enhancement Program (EEP) and Dairy Export Incentive Program (DEIP). During the interim period, procedures for EEP and DEIP are similar to the previous programs. Export sales will be facilitated through the payment of bonuses by the USDA's Commodity Credit Corporation (CCC). Sales will be made through normal commercial channels at competitive world prices. While recent program activity has been limited, USDA will continue to monitor the prices and actions of our competitors and fully intends to use the EEP and DEIP as appropriate. **Contact: Glenn Kaup (202) 720-3329.**

USDA TO HOLD 1996 AG OUTLOOK FORUM -- USDA's Agriculture Outlook Forum will be held February 21-22 in Washington, D.C. Leading experts will discuss the farm and commodity outlook at a time of tight supplies, changing farm policies and new world trade rules. Top farm officials from several nations will discuss trade strategies and issues. For information on attending the Forum, call (202) 401-9139. To receive program details by fax, use handset on a fax machine to call (202) 219-0296 or 219-1107 and request document 66666.

BURKE NAMED DEPUTY UNDER SECRETARY -- Brian E. Burke has been appointed deputy under secretary of agriculture for natural resources and environment. In this role, he will oversee the programs and activities of USDA's Forest Service. Burke began his work as a senior policy analyst on the White House Domestic Policy Council (DPC) in July 1993. The DPC advises the President on a wide range of domestic policy issues. He was one of the primary officials within the Executive Office of the President responsible for shaping and articulating the Administration's domestic policy agenda and legislation on the environment, agriculture, natural resources and energy issues. He is a member of the Bar in the District of Columbia and Massachusetts. A native of Boston, Burke holds an A.B. degree from Brown University in Providence, RI and a J.D. degree from Georgetown University in Washington, D.C. **Contact: Janet Sledge (202) 720-2065.**

LOWER FAT FRENCH FRIES MADE FROM RICE -- People who love french fries, but need to cut their fat intake, may soon be saying that the nice fry is the rice fry. U.S. Department of Agriculture's Agricultural Research Service (ARS) food technologist Ranjit Kadan said, "This new french fry has 25 to 50 percent less fat than regular fries. The main ingredient is rice. Since the process starts with rice flour, it can be fortified with protein and minerals to make an even more nutritious, wholesome food." Researchers say the fries taste just like rice, so in order to enhance a mild taste you can add onions, spices or anything. Kadan says the new product will offer consumers a way to enjoy a snack and still maintain a healthy diet. **Contact: Ranjit Kadan (504) 286-4430.**

MORE HEART BENEFITS FROM BARLEY -- Until recently, oats have been mostly for horses and barley mainly for beer drinkers. The U.S. Department of Agriculture's Agricultural Research Service (ARS) scientists say that's all changing now. These scientists have been among the first to study and report the cholesterol-lowering effects of barley. ARS chemist Warren Burger and other researchers at the University of Wisconsin have identified tocotrienol as a natural component of barley that inhibits the body's production of cholesterol. Tocotrienols are found in layers of the barley kernel and also in oat bran. Studies done over the past decade by ARS scientists confirm that these compounds in barley and oats lowered cholesterol in chickens and pigs. **Contact: Y. Victor Wu (309) 685-4011.**

FOLLOW-UP TRIP YIELDS POTENTIAL APPLE BONANZA -- Plant explorers who collected more than 60,000 apple seeds from rare, wild trees in Central Asia last summer say the material contains a potential genetic bonanza for breeders looking for better flavor, disease resistance, and other traits. U.S. Department of Agriculture's Agricultural Research Service scientist Philip Forsline said, "This was the most successful collecting trip we've made to the Kazakhstan region, based on our field observations of the apples growing in their natural habitat." The follow-up trip was the third in a series to Central Asia, where the modern domestic apple is thought to have originated. **Contact: Philip Forsline (315) 787-2390.**

CCC INTEREST RATE IS 5-1/8 PERCENT -- U.S. Department of Agriculture's Commodity Credit Corporation's (CCC) Executive Vice President Grant Buntrock announced that commodity loans disbursed in February by USDA's CCC will carry a 5-1/8 percent interest rate. This is down from January's 5-3/8 percent and reflects the interest rate charged CCC by the U.S. Treasury. **Contact: Bruce Merkle (202) 720-8206.**

EDITED BY LESLIE PARKER

FROM OUR RADIO SERVICE

AGRICULTURE USA # 2019 -- High grain prices of the 1970's meant plowing every available acre of land and planting a crop. However, farmers living in the Mississippi Delta are still suffering the environmental and economic consequences of planting fence row to fence row. In this edition, Brenda Curtis travels to the Mississippi Delta to get a firsthand look at the consequences of "over farming." **(Weekly cassette -- five minute documentary).**

CONSUMER TIME # 1498 -- Is smoking on the rise again? Record cold threatens yard/garden plants. Can you trust the groundhog? Farming on a few acres. More jobs than people. **(Weekly cassette -- consumer features).**

AGRITAPE # 2011 -- The FCRS is "The" farm survey. A low profile tobacco program. How much production from CAP early out? Canadian/US farm trade troubles. Food wheat security grain to go for food aid. **(Weekly cassette -- news features).**

UPCOMING ON USDA RADIO NEWSLINE -- Friday, February 16, poultry outlook, milk production report and agricultural income and finance. **Monday, February 19, Federal Holiday.** Tuesday, February 20, weekly weather and crop and agricultural outlook. Wednesday, February 21, agricultural exports. **NOTE:** Wednesday and Thursday, February 21 and 22, are the dates for the **AG OUTLOOK FORUM.** USDA RADIO will provide coverage of the forum on the 5:00 p.m. daily newsline feed. Be sure to call 202-488-8358 for all the latest economic outlook reports. **These are USDA reports we know about in advance. Our newsline carries many stories every day which are not listed in this lineup.**

USDA RADIO NEWSLINES (202) 488-8358 or 8359.

COMREX ENCODED (202) 720-2545

Material changed at 5:00 p.m., ET, each working day and 10:30 a.m. on crop report days.

FROM OUR TELEVISION SERVICE

FEATURES: "U.S. Cattle to Turkey" -- Thanks to falling European export subsidies and competitive U.S. prices, new markets are opening up for U.S. cattle exports. A recent sale of 5,700 head of dairy cows to Turkey could be a good sign for U.S. exporters and producers. Pat O'Leary reports from the Port of Richmond, Virginia.

"USDA Supports Livestock Exports" -- With promising prospects for U.S. cattle exports this year, producers and exporters are gearing up for the market. Part of that preparation involves working with USDA experts, on everything from caring for animals to financial arrangements. Pat O'Leary reports.

SATELLITE COORDINATES FOR TV NEWSFEEDS: Thursdays, 3:45-4:00 p.m. ET on Telstar 402R, Transponder 13 (Vertical), Downlink Frequency 3960 MHz (89 degrees West), Audio, 6.2/6.8.

Comments and suggestions are welcome regarding USDA broadcast services. Call Larry Quinn, (202)720-6072, or write to: Room 1618-S, USDA, Washington, D.C. 20250-1300. Internet E-mail: LQuinn@USDA.GOV.

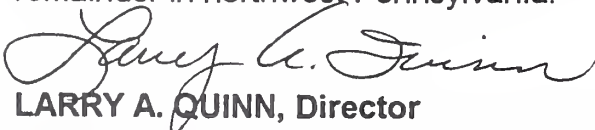
OFF MIKE

COLD...has been the predominant weather word for many agricultural regions in recent days from the Midwest to the Deep South. **Neal Anderson** (WLLR, Davenport, IA) reports that a record low of -29 degrees was reached last week in Davenport, but thawing temperatures were on the way this week. Even in the Washington suburbs, temperatures dipped to a record -13 degrees early this week.

AGRICULTURAL FORUM...for Kansas farmers with **Secretary of Agriculture Dan Glickman** as a keynote speaker is scheduled February 23, reports **Rex Childs** (KFDI, Wichita, KS). Rex says his station and the Kansas Farmers Union are sponsors. Western Kansas is experiencing a lot of wind erosion because of cold weather and little cover. South Central Kansas has had problems with "blowout" of the young winter wheat crop.

DAIRY HERD...in Wisconsin that was mysteriously losing cows has responded to moving of an electric transformer December 29, reports **Lori Struve** (WCUB, Manitowoc, WI). Since then, milk production is up an average of 7 pounds per cow and only one cow has been lost. Cows are now drinking water more freely rather than "lapping" it, showing more patience in the milking parlor, holding their heads up, looking bright-eyed, and resuming chewing their cuds. On request, Lori can supply a checklist of stray voltage symptoms that 60 area farmers developed. Her phone number is (414) 683-6800.

DIRECTOR OF RADIO SERVICES...for the North Carolina Farm Bureau is **Dave Smith**, formerly with WPTF/WQDR (Raleigh, NC). Dave produces a weekly five-minute program on ag issues and a daily (five per week) one-minute ag commentary. Also, he is the on-air host of a weekly TV program. Dave spent more than 20 years in commercial radio, 13 years in Raleigh and the remainder in northwest Pennsylvania.



LARRY A. QUINN, Director
Video, Teleconference and Radio Center

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